DOCUMENT RESUME

ED 231 009 CS 504 271

TITLE	Mass Communication: Abstracts of Doctoral Dissertations Published in "Dissertation Abstracts International," January through June 1983 (Vol. 43 Nos. 7 through 12).
INSTITUTION	ERIC Clearinghouse on Reading and Communication Skills, Urbana, Ill.
PUB DATE	83
NOTE	20p.; Pages may be marginally legible.
PUB TYPE	Reference Materials - Bibliographies (131) -- Reports - Research/Technical (143)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	Advertising; Annotated Bibliographies; Broadcast Industry; *Communication Research; *Doctoral Dissertations; Films; Foreign Countries; *Mass Media; *Mass Media Effects; *Media Research; News Reporting; Programing (Broadcast); Radio; Telecommunications; *Television Viewing
IDENTIFIERS	Federal Communications Commission

ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 45 titles deal with a variety of topics, including the following: (1) the relationship of Jungian psychological traits and the effects of comparative advertising; (2) processing and reconstructing television narrative content; (3) factors that influence the utilization of educational media in low and high socioeconomic schools; (4) domestic and foreign advertising in television and mass media growth in Brazil; (5) the Federal Communications Commission's commercial radio deregulation role; (6) television viewer orientation and the retention of news; (7) the diffusion of information concerning new motion pictures; (8) the use of filmmaking techniques in teaching about film; (9) progressive FM radio; (10) the Chilean mass media during the presidency of Salvador Allende Gossens; (11) preadult exposure to the news media; (12) a Piagetian interpretation of children's preferences and program content; (13) adolescent evaluations of sexuality on television, in movies, and in real life; (14) the adoption of satellite program delivery by television broadcasters; and (15) the relationship between social class and availability, credibility, and usage of communication media by farm families. (HTH)

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Abstracts of the following dissertations are included in this collection:

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CHILDREN'S CREATIVE THINKING ABILITIES AND THEIR RELATIONSHIP WITH MEDIA IN THE HOME

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RADIO ANNOUNCERS' ATTITUDES VERSUS MEASURES OF SUCCESS: A CASE STUDY OF ANNOUNCERS AS GATEKEEPERS

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TELEVISION NEWSCASTERS AND NEWS: THE PERCEPTION AND SELECTION OF LOCAL NEWSCASTERS AND STATIONS

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THE RELATIONSHIP BETWEEN SOCIAL CLASS AND AVAILABILITY, CREDIBILITY AND USAGE OF COMMUNICATION MEDIA BY FARM FAMILIES IN FIVE NORTH CAROLINA COUNTIES

AN EXPLORATORY INVESTIGATION OF TEACHERS' PERCEPTIONS OF THE UTILITY OF A TEACHER'S GUIDE FOR GUIDING INSTRUCTION FOR A TELEVISION SERIES ON SKILLS ESSENTIAL TO LEARNING Order No. DA8303945

ANDIS, MARY FRANCES, ED.D. *Indiana University*, 1982. 305pp. Chairperson: Dr. Carl B. Smith

This study examines teachers' perceptions of the usefulness of an instructional guide that accompanies *ThinkAbout*, a sixty-program instructional television series on skills essential to learning. The perceptions are reported as issues that best describe the patterns of perceptions. These issues provide information that can clarify what makes a guide useful in an instructional situation. They also provide guidelines for making decisions during the development of future guides.

The study uses a naturalistic/responsive inquiry methodology involving thirty-one interviews with teachers and a 900-person survey, canvassing the nation-wide teaching population using the television series and the accompanying guide. Initial face-to-face interviews were used to identify issues about the guide. These issues were used to develop the items on the survey. The final interviews, which were with a sample of teachers who had completed and returned the survey, were used to get a clearer understanding of the reasoning behind survey responses.

The findings are that ten issues affect and reflect teacher's perceptions of the usefulness of the guide. They are: (1) amount of time available for a lesson, (2) purposes teachers set for the series, (3) the use of instructional television, (4) students' needs, (5) teaching style, (6) teaching experience, (7) grade taught, (8) visual appeal of the guide, (9) thoroughness and completeness of the guide, (10) guide specifics, including usefulness of components, format concerns, features which should be added, and most useful type of writing.

The conclusions are that the ten issues can be restated into four broad issues, which serve as focal points for future guide development and study. First, teachers expect certain features in a guide depending upon *the type of instructional material the guide accompanies*. Second, the amount of *time* a teacher can devote to teaching a lesson affects the layout of the guide and the kinds of suggestions appropriate to a lesson. Third, *teachers have individual differences* which affect and determine which guide components will be perceived as most useful. Finally, the *thoroughness and completeness of the guide* affects teachers' perceptions of the worth and quality of the guide and, to some extent, their judgment of the instructional material the guide accompanies.

CHILDREN'S CREATIVE THINKING ABILITIES AND THEIR RELATIONSHIP WITH MEDIA IN THE HOME

Order No. DA8300786

BILLINGS, KATHLEEN ANN, ED.D. *Boston University*, 1982. 172pp. Major Professor: Dr. Gaylen Kelley

Purpose. This ex post facto study was designed in an attempt to isolate factors that appear to be correlated with creative thinking skills in children. Specifically, the factors studied were the amount of media, print and nonprint, present in the home, the extent of usage of these materials, and the percentage of materials owned and used that were specifically designed for pre-school children. It was hypothesized that children having greater access to and usage of media in the home would score higher on the Torrance Scales of Creative Thinking than those children with lower access to and usage of media in the home. The specific creative thought processes explored in relation to the home environment variables were creative fluency, flexibility, originality and elaboration. As an added facet of the study, children's composite scores of creative thinking were also analyzed for correlation with the variables. IQ scores, as a measure of convergent thinking, were added into the regression analyses to give a more complete indication of the degree of relationship between thinking and the media in the home of the pre-school child.

Plan of the Study. A sample of 129 students entering first grade in a middle class, suburban town were tested on the Torrance Scales of Creative Thinking, Figural Test, Form A. A follow-up questionnaire was sent to the parents of these children. Results of the questionnaire provided six scores relating to the child's access to, usage of and degree of appropriateness of print material and of nonprint material in the home. The children were then tested on the Otis-Lennon Mental Ability tests.

Analysis of data included simple analysis of variance, Pearson product-moment correlations and step-wise multiple regression. Conclusions based on this analyses were: (1) Creative fluency, flexibility, originality and composite thinking are significantly influenced by quantity and quality of media in the home; (2) Creative elaboration is significantly correlated with a child's usage of print material; (3) Ideational fluency is significantly influenced specifically by the interaction of a child's access to nonprint, hours of usage nonprint, appropriateness of nonprint and IQ; (4) Creative flexibility is significantly influenced specifically by a child's access to print, IQ, and hours of usage of nonprint. . . . (Author's abstract exceeds stipulated maximum length. Discontinued here with permission of author.) UMI

THE QUESTION OF EARTH STATION OWNERSHIP IN THE ALASKAN BUSH: AN ANALYSIS OF REGULATORY POLICY-MAKING Order No. DA8301762

BIVINS, THOMAS HARVEY, PH.D. *University of Oregon*, 1982. 280pp. Adviser: Deanna Robinson

This study explores the question of local telephone exchange versus long distance carrier ownership of the rural Alaskan small earth station network. The issue, currently being addressed by the Federal Communications Commission, is analyzed from the perspectives of technical capabilities, economic viability, and political/regulatory environment. These perspectives are delineated within the context of a comparison between the telecommunications system in the contiguous United States and the Alaskan system highlighting the uniqueness of the latter.

Two possible alternatives are examined based on the above criteria and a recommendation made as to the most viable. Suggestions for the application of this decision, technical and economic, are offered for future and existing national and international telecommunications structures.

RADIO ANNOUNCERS' ATTITUDES VERSUS MEASURES OF SUCCESS: A CASE STUDY OF ANNOUNCERS AS GATEKEEPERS Order No. DA8227[illegible]6

COLLINS, KENNETH RAY, PH.D. *Bowling Green State University*, 1982. 164pp.

This study attempted to determine whether "successful" announcers cluster as a type, based upon common attitudes toward a list of statements. In doing so, the study attempted to link gatekeeping theory and broadcasting "success" theories.

The case study was conducted in four major Ohio cities with all daytime commercial radio announcer-hosts (Monday through Friday) being asked to participate. Announcers were asked to Q sort 42 statements to indicate the announcers' own attitudes and how they believed an "ideal announcer" would respond. Both announcers and program directors were asked to complete questionnaires, from which were drawn two measures of the announcers' success. Arbitron ratings data provided the basis for a third measure of success. There were 31 usable "self" sorts and announcer questionnaires, 29 usable "ideal" sorts, and 10 program director questionnaires returned.

Four hypotheses were posed. The first, which suggested the existence of discrete types of radio announcers, was supported in the analysis of announcers' "ideal" sorts. Three views of the "ideal announcer" emerged: an organizationally well-integrated, dedicated individual; a self-centered "star;" and an organizationally well-integrated but less committed announcer. Only one "composite announcer," who was most concerned about "running a good show" and "professional" treatment at the station, emerged in the "self" sort.

The second hypothesis, which suggested that successful announcers cluster as a type, was inconclusive. The most "successful" announcers appeared to view the "ideal announcer" as well-integrated into the organizational structure, but the results were not statistically significant.

The third and fourth hypotheses could not be rigorously tested because of insufficient data. Hypothesis three suggested that announcers perceived by management to "fit" best within the organizational structure cluster as a type. Hypothesis four suggested that announcers' "fit" as perceived by management is positively correlated with other measures of success.

EXTERNALIZING INTERNAL BOUNDARIES: AN EMPIRICAL ANALYSIS OF THE RESTRUCTURE OF THE TELECOMMUNICATIONS INDUSTRY Order No. DA8309131

COWAN, EVERARD JAMES, PH.D. *The University of Texas at Austin*, 1382. 270pp. Supervisor: James W. McKie

On August 24, 1982, United States District Judge Harold H. Greene approved the Consent Decree of 1982 between AT&T and the Justice Department by which AT&T is to divest the Bell Operating Companies (BOCs). This study analyzes the pre-divestiture structure of production, the internal boundaries and economies affected by the Consent Decree, and the institutional rearrangements that could facilitate the continued economic and technological viability of the industry.

An empirical regulatory constrained, multiproduct translog cost model and an associated system of local, toll, and information demand equations are specified. The appropriate input and output price and quantity indices are developed for each BOC. The model is estimated using a 1967 to 1978 time series of the twenty-three BOC cross sections. Tests for the ineffectiveness of regulation, homotheticity, and constant returns to scale are rejected in favor of the non-homothetic, increasing returns to scale, regulatory constrained model.

Rejection of the constant returns to scale model and subsequent estimation of the multiproduct returns to scale measure provides evidence of the sufficient condition for subadditivity of the cost structure, and therefore, evidence of the multiproduct firm natural monopoly characteristics of the Bell System. In addition, increasing estimated nonhomothetic elasticities of transformation provide evidence of the accelerated electronic integration of the network, and therefore, the increasing efficiency by which toll, local, and information services are produced. Both of these sources of efficiency, as well as the universal service concept are placed in jeopardy by the restructuring.

To minimize the dislocations and increased inefficiencies, the establishment of a joint industry board is recommended. The joint board would have the following responsibilities: integrated network planning; research and development rearrangements to provide a homogeneous infusion of technology into the network; and tariff structure development to discourage bypass of the local networks and to insure universal service through life-line rates.

PERCEPTUAL REALISM VERSUS DEPICTED REALISM: THE DISCRIMINATORY ABILITIES OF ADULT TELEVISION VIEWERS Order No. DA8307644

CRANSTON, CHARLES MILTON, ED.D. *East Texas State University*, 1982. 132pp. Adviser: Robert Titus

The major purpose of the study was to determine whether or not statistically significant differences existed in the abilities among adult excessive and moderate television viewers in discriminating "real" world relationships from relationships as depicted on television. Education level, length of possession of a television set, and interpersonal communications during viewing activity were also statistically compared to the discriminating abilities of the viewer respondents.

Information for the study was obtained by an opinionnaire designed according to Hammond's Error-Choice Technique, forcing respondents to choose either a "TV answer" or a "non-TV answer" from the independent variable item section of the instrument. Items for this section, representing "real" relationships, were based on the frequency of depiction on television. A mail-out of five-hundred-ninety-six opinionnaires resulted in two-hundred-seventy-eight responses (47 percent).

Findings revealed statistically significant differences among adult viewers in their ability to discriminate between "real" world relationships and relationships as depicted on television. Statistically significant differences among adult viewers were also found when education level, length of possession of a television set, and interpersonal communications were compared to discriminating ability.

The conclusion was that there is an inverse relationship between length of viewing per day, and possession of a television set. A female excessive viewer, with an education level of an undergraduate degree or less, and having a television set for under five years, had the greatest difficulty in discriminating "real" from depicted relationships. A moderate viewer who had a television set for over twenty years and had a graduate degree had the least difficulty with discrimination. Female moderate viewers appeared not to have a realistic view of current events, while female and male excessive viewers had difficulty discriminating social relationships, roles, and crime detection relationships. Excessive viewers appeared not to be family oriented and would rather continue watching television than converse with family members. Moderate viewers generally perceived most relationships as realistic except for news oriented situations.

PROMPTING VIEWER INTERACTION WITH TELEVISED INSTRUCTION Order No. DA8303885

DENNIS, RODNEY WALTER, PH.D. *University of Kansas*, 1982. 94pp.

The ability of a child to organize the world into commonly defined concepts--classification--has been used as an indicator of cognitive maturity. Development of this ability in preschool children through the medium of television may be limited by the absence of active participation and feedback. This study represents an effort to extend the effectiveness of teaching classification skills through television by creating an interactive learning situation for the young viewer. Preschoolers prompted by a televised voice to point out the correct answer to *Sesame Street* classification tasks during a ten-second pause (freeze-frame) of the television picture were compared to two other groups of children. One comparison group saw segments with a silent ten-second pause and no prompt. The other group saw the original *Sesame Street* segments with neither pause nor prompt. A control group saw bits of a randomly selected *Sesame Street* program with all classification materials edited out.

The televised prompting technique was effective in increasing the amount of viewer participation. Overt participation, however, was only clearly linked to improvement on the matching tasks--the easiest of the three measures of classification skills in this study. Viewers with low pretest scores on the matching measure improved significantly if they pointed during the ten-second freeze. Nonsignificant, but revealing, interactions occurred between treatments and age, sex, and attention. For instance, the silent pause did not improve the performance of viewers, and appeared to distract the attention of boys and younger children.

The pause with prompt technique increased visual attention to the television but did not uniformly affect all viewers. Factors such as entering competencies and familiarity with the traditional *Sesame Street* format seemed to mediate the effects of the prompt technique. In general, for all conditions, increased visual attention and active responding were viewer traits associated with higher gains on test measures. Results are interpreted in terms of enhancement of preschoolers' perceptual analysis of classification problems, and the interaction of instructional techniques with learner traits.

ALASKA BROADCASTING, 1922-77: AN EXAMINATION OF GOVERNMENT INFLUENCE

Order No. DA8301772

DUNCAN, JOHN THOMAS, PH.D. *University of Oregon*, 1982. 549pp. Adviser: Dr. Ronald E. Sherriffs

During 1922-77, Alaska broadcasting was subject ot heavy government influence. Alaska stations were authorized and regulated by the departments of war, defense and interior in addition to normal regulatory agencies. Commercial and noncommercial stations received government assistance from federal, territorial and state levels. This investigation sought to identify results of such extensive governmental involvement.

Until 1942, industry development paralleled that in conterminous states as modified by climate, relative isolation and low population variables. Nearly all early regulation was voluntary.

World War II military activities included establishing the first stations which became the world-wide American Forces Radio and Television Service. Wartime civilian stations were subject to censorship and unrealized military control.

Immediate post-war military radio activity declined briefly as commercial radio expanded. Illicit broadcasting served areas without local stations throughout the study period.

Television arrived in 1953. Cable systems and stations originated all programming for lack of interconnection.

Within 11 years, civilian radio included rural stations, FM, high-power AM facilities and a state-owned station. Most changed ownership. New military radio and television stations were built.

During 1964-71, natural disasters affected station facilities and finances but reconstruction ultimately improved service. By early 1971, North Slope oil possibilities had positively influenced state economics. The new Alaska Educational Broadcasting Commission moved to spread broadcasting to rural Alaska.

Industry growth later accelerated. Ten radio and three television stations were built and operated with varying amounts of state money, breeding resentment among commercial broadcasters. State-owned television translators extended military and commercial signals. Mini-TV stations brought television to rural villages.

Military stations decreased. Facilities operating in civilian service areas were deleted or modified.

The FCC became more effective as nongovernment broadcast interests guardian although the interior department authorized a low-power FM station.

Satellite use became common for radio and television experimental, demonstrative or commercial purposes. Practices and procedures pioneered in Alaska were applied elsewhere. Broadcasting "in the public interest" was best interpreted by station activities.

The investigation revealed that governmental involvement acted to shape the Alaska system in surprisingly positive ways and was largely responsible for the service level reached in 1977.

INVOLVEMENT, COMMUNICATION BEHAVIOR AND FAMILY PLANNING DIFFUSION

Order No. DA8304935

EGUEKE, CHRISTOPHER GODWIN, PH.D. *The University of Wisconsin - Madison*, 1982. 208pp. Supervisor: Associate Professor Robert Parker Hawkins

Research into the effects of mass communication in national development has tended to neglect the role of audience motivation in the effects process. But the uses and gratifications approach suggests that individual need for a mass medium's content mediates the influence of the mass media.

This study examined the way individuals in Benin, Nigeria respond to family planning information, using involvement as a moderating variable. Involvement was defined in terms of two major components: commitment to a position on an issue, and mere concern with an issue without necessarily taking a prior stand. These two major components of involvement translated into perceived relevance, attitudinal, situational behavioral intention, and behavioral variables in an expanded view of the concept of involvement.

Predictions were made and tested about the relationships between each of these components of involvement, mass media exposure to family planning information, knowledge about family planning, and use of a birth control. A probability sample of persons of both sexes, 15 years old and above participated in the study (N = 520).

The general findings indicate that the situational, behavioral, and perceived relevance variables tested in this study were more consistent and reliable predictors of mass media exposure to family planning information, knowledge about family planning, and use of a modern birth control than the attitudinal variable, although this could be a considerable overstatement for some aspects of the findings not consistent with earlier theoretical speculations.

The theoretical picture of information processing that one might derive from the results of the study is, however, not at all straightforward. It is not clear that there is a linear sequence of events such as beliefs, attitudes, mass media exposure, learning, intention and behavior. The pattern of influence has proven to be somewhat complicated.

But by including several measures in an expanded view of involvement and communication response, this study was able to provide some evidence that communication behavior varies according to information relevance. That is to say that the degree of situational relevance that information has for a person affects how well it is remembered and used.

The results are discussed in terms of their implications for the role of the mass media in national development.

THE RELATIONSHIP OF SCHOOL ACHIEVEMENT TO TIME SPENT WATCHING TELEVISION AMONG 10TH AND 12TH GRADE PUPILS IN UNITED STATES HIGH SCHOOLS: AN ANALYSIS OF HIGH SCHOOL AND BEYOND DATA

Order No. DA8303158

GOODWIN, ERNEST EDGAR, ED.D. *The University of Akron*, 1983. 230pp.

This study was an ex post facto investigation of the relationship between pupil time spent watching television and school achievement. The investigation used a major national data set gathered in 1980 by the National Opinion Research Center and known as HIGH SCHOOL AND BEYOND. This resulted in a representative sample of some 43,000 tenth and twelfth grade pupils from 1,015 high schools throughout the United States.

The research was conducted in two general ways. First, standardized reading scores, used as an indicator of achievement, were correlated with the amount of time pupils watched television. Secondly, teacher assigned grades were used to represent pupil achievement and correlated with television viewing time. The reading scores used met conventional standards for validity and reliability while the grades were student self-reported. Certain other variables were included to examine the television-achievement relationship beyond the effects which could be attributed to sex, race, ability, socioeconomic status, time spent on homework, and time spent at work.

The study included two general hypotheses and 22 specific research hypotheses. Multiple linear regression was used to examine these hypotheses and each was tested at the .05 alpha level. In addition, three subordinate tests were made for each hypothesis to determine if findings were common to high, medium, and low achievers.

Increased amounts of time spent watching television, for this sample of 43,000 pupils in United States high schools, was found to be a statistically significant predictor of lower achievement. These findings were strongest when viewing time was correlated with standardized reading scores. However, increased viewing time was a predictor of lower teacher assigned grades as well. Because of the large sample size, the researcher calculated and reported effect sizes in all findings. In terms of practical importance, the significance reported accounted for at least two percent of the variance. In subordinate tests, the increased viewing time was significantly associated with lower achievement achievers. In fact, the results were most often mildly positive, achievers. In fact, the results were most often mildly positive, but nonsignificant for low achievers. The researcher suggested possible explanations of the findings and their implications.

A THEORETICAL DEVELOPMENT AND EMPIRICAL TESTS OF A THEORY OF SUSCEPTIBILITY TO MEDIA EFFECTS

Order No. DA8227274

GOULD, JANE ESTHER, PH.D. *University of Pennsylvania*, 1982. 231pp. Supervisor: Robert C. Hornik

The purpose of this study is to theoretically refine and empirically test a theory of susceptibility to media effects. The susceptibility theory premises that the influence of the media is limited, since most human behavior is learned within information-rich environments. Individuals can reality-test issues and opinions which are acquired from the media. Susceptibility is hypothesized under two main conditions: first, when the immediate environment does not provide sufficient guidance about a topic, yet the individual must act on it. Susceptibility is also hypothesized when the valence of cues within the immediate environment reinforces the content of the media. The constructs of distance and cues are used to describe these situations, and develop tests.

The principles of the susceptibility theory are studied across two samples of adult women. Women who have less experience in the labor-force, or have reinforcing cues within their immediate environment are expected to be susceptible to television's messages about work and career topics. The first sample (N = 837) is a nationally representative one, gained from secondary analysis. The second sample (N = 300) is collected through telephone interviews, and is stratified according to distance from the work-force and the valence of cues within the immediate environment.

Several significant results are found in the primary analysis using an ordinary least squares regression model. Interaction terms are incorporated. The results that are predicted by the susceptibility theory are ones where the valance of cues within the immediate environment (about work) are clearly reinforced in corresponding television content. Other results are noted which encourage the further development of theoretical models to explain specification effects of the media.

AND NOW A WORD FROM OUR GOD -- A LOCAL CHURCH USES LOCAL RADIO

Order No. DA8302729

GRAHAM, JAMES WILSON, D.MIN. *Princeton Theological Seminary*, 1982. 101pp.

This project sought to address the *question*: Can the local church use the electronic media appropriately and with integrity to communicate its message to its immediate community?

The question was raised in the *context* of the current controversy concerning the "electronic church," which has learned to *use* the media, and over against current local usage, which in our opinion had not.

Assumptions were made that the electronic media is an extremely effective means of communication and that the church, called to proclaim God's word and make good use of God's gifts, ought to be using it. A given was that the local electronic medium in our situation (and within our reach financially), was radio.

The *hypothesis* was that: (1) If the church concentrates on using a particular medium of communication (radio), then it will be able to discover and clearly define what it is it wants to communicate, and (2) If the church knows clearly what it wants to communicate and has an understanding of the medium, then it will be able to use that medium to communicate its message.

A project committee consisting of members of our Outreach and Evangelism Committee and other interested persons was formed. Extremely important was the inclusion of media professionals. Six meetings were held during which the committee studied the uniqueness of the medium, discussed the message(s) of the church they wanted to communicate, and wrote and produced programming to do it. The product was four thirty-second spot announcements, two seeking to communicate: You need God more than you might think; and two seeking to communicate; People need Christian fellowship. They were broadcast over a period of four weeks on two different stations targeting two different audiences. Data was gathered from spontaneous respondents and is reported in Chapter V.

The project, however, concentrated on the committee and its work as communicators rather than on the listening audience as receivers. We *found* that focusing on the medium of radio did help us discover and clarify what we wanted to communicate, that medium's audience's secular/pluralistic character and its short attention span being major determinative factors. . . . (Author's abstract exceeds stipulated maximum length. Discontinued here with permission of school.) UMI

THE EFFECTIVENESS OF FILM INTERVENTION AND CLASSROOM INSTRUCTION ON SUSCEPTIBILITY TO TELEVISION ADVERTISING IN FIRST AND FIFTH GRADE CHILDREN

Order No. DA8310291

GULA, JOANNE M., PH.D. *University of Massachusetts*, 1983. 241pp. Director: Alison Alexander

Goals. Goals of the present investigation are to explore the possibility of utilizing training/teaching programs in elementary school systems to educate children about advertising as a viable alternative to regulation of commercials aimed at children; and while investigating the learning alternative, examine other factors affecting the educational process, such as effects of age in the level of the child's understanding, using film content as a teaching tool, and the merits of reinforcing the film content with a lesson plan delivered by an adult.

Procedure. One hundred forty eight children, from grade one and grade five, in Eddington and Holden, Maine, served as subjects. The children in each grade were randomly divided into three experimental groups, so that one third viewed the educational film with no lesson; one third viewed the educational film with a lesson, and one third viewed cartoons.

A comprehension test then was administered to each group of childen. The following week, subjects were randomly divided into three groups. They viewed a thirty-minute television show with commercials (for three cereal product choices) inserted in three different order sequences. Each child later was interviewed in a simulated shopping session which assessed her cereal product preferences and also whether she was able to recognize advertising gimmicks.

Hypothesized relationships were tested by analyses of variance, stepwise regression and Chi square.

Findings. Overall findings indicate that the training film was effective in educating young children (ages 5-7) about advertising manipulation. An even greater consumer awareness was achieved through the use of adult intervention, by having an adult administer a lesson plan after one group of children viewed the film. Other subsequent findings, through stepwise regression procedures, indicated what characteristics children utilized in choosing a cereal product. Also, the interview on cereal selections, proved to be a much more effective device in measuring advertising manipulation than a written test.

The fifth graders appeared skeptical of the necessary fundamental level of training and measurement of advertising manipulation, although learning was evident.

THE EFFECTIVENESS OF TELEVISION MINIPROGRAMS AS A LEARNING METHOD

Order No. DA8300913

HARTZELL, MARYGAYLE, PH.D. *Purdue University*, 1982. 76pp. Major Professor: James D. Russell

The major purpose of this study was to investigate the effectiveness of television miniprograms as a learning method. A television miniprogram was operationally defined by the following: (1) Four-second standard animated opening; (2) Content presented by an extension specialist; (3) Four-second standard close.

The subjects were viewers in the Fort Wayne Standard Metropolitan Statistical Area (N = 214). They were randomly selected and randomly assigned to four experimental conditions. Group G_1 received pretest, exposure, and posttest. Group G_2 received pretest, no exposure, and posttest. Group G_3 was exposed to the miniprogram and took the posttest. Group G_4 took only the posttest. A ten-item multiple choice test was constructed by the investigator for use both as pretest and posttest. A questionnaire seeking demographic and situational data accompanied the posttest.

The Solomon Four Group Design was used in order to control for effect of the pretest. Two-by-two factorial analysis of variance was used to analyze the data, the factors being pretest and treatment.

Based on the results of this study, it was concluded that learning is significant on the knowledge level due to viewing a television miniprogram of the format described. Pretesting did not significantly effect learning either independently or in interaction with exposure to the miniprogram.

ADMINISTRATIVE GUIDELINES FOR EFFECTIVE HIGH SCHOOL USE OF INSTRUCTIONAL TELEVISION

Order No. DA8304227

HAVICE, MICHAEL JAMES, ED.D. *Drake University*, 1982. 310pp. Adviser: Dr. Paul H. Joslin

The problem. The purpose of this study was to develop a set of administrative guidelines for the use of instructional television in high schools.

Procedure. Attitudes and practices were identified in one selected county for a user group and a policy group. Data from this subpopulation, recommendations from professional organizations, and inferences from research were used to construct a set of tentative guidelines. These were submitted to a subpopulation in a second county for validation by user and policy groups.

Findings. Six proposed guidelines were validated by tests of significance. Other guidelines not statistically validated, but not rejected, were reported as possibly important.

Conclusions. The study yielded empirical evidence that six of the proposed administrative ITV guidelines should be implemented. The six guidelines are useful to high school administrators and teachers.

Recommendations. Recommendations include. (1) the implementation of the six validated guidelines, (2) further research to determine what other guidelines may be needed, and (3) additional research is needed to clarify the extent to which each guideline should be implemented.

RATIONALIZATION AND INNOVATION: THE REGULATION OF NEW COMMUNICATIONS TECHNOLOGIES

Order No. DA8310609

HORWITZ, ROBERT BRITT, PH.D. *Brandeis University*, 1983. 306pp.

The aim of this dissertation is to analyze the deregulation of communications as a case study in a larger examination of the regulation and deregulation of economic activity in contemporary American society. Deregulation, like regulation, is a tricky phenomenon. Regulatory agencies do not all do the same thing. There are differences between and among agencies. In the superficial politics around regulation, capital routinely bewails in public the evils of government intervention into the economy generally, whereas in private each industry seeks the benefits and stability of economic regulation. For, regulation historically has functioned, *inter alia*, to guarantee the security of risk-taking and to alleviate the instability of the market in certain areas.

The "get the government off our backs" rhetoric applies much more to the "social" regulatory agencies created in the 1960s and early 1970s, such as OSHA, EPA and EEOC. And to a certain degree, the rhetoric has backfired. Social regulation retains popular, and grudging legislative, support, while traditional economic regulation has been dismantled in some industries. On the other hand, liberals and public interest groups, tied to the Progressivist paradigm which finds in the establishment of regulatory agencies a successful effort to stem the power of capital and to force private decision-making into a more democratic vein, view all deregulation as a horrific step backward and a victory for capital.

Since the late 1970s the Federal Communications Commission has dropped restrictions on cable television, eliminated radio programming guidelines, initiated low-power television service and other deregulatory moves. The dissertation examines why and how deregulation has come about. To this end it analyzed the history of broadcasting and its regulation, with specific attention paid to the treatment of technological innovations. It presents a literature survey on the subject of regulation in general and attempts to create a viable categorization of theories. My own analysis of regulation points to the importance of administrative law and the process of rationalization in law and economics. I discuss the emergence of this new body of law with a view toward the history of American private law and of Max Weber's theory of rationalization. My theory of regulation separates issues of genesis from operationality and finds three distinct phases and intents of regulation. Finally, I return to a description of the current telecommunications revolution and discuss the reasons deregulation came about.

TELEVISION NEWSCASTERS AND NEWS: THE PERCEPTION AND SELECTION OF LOCAL NEWSCASTERS AND STATIONS

Order No. DA8300271

HOULBERG, CHARLES FREDERICK, PH.D. *The Ohio State University*, 1982 136pp. Co-Advisers: Professor John Dimmick, Professor Donald Cegala

This research project was designed to assess the relevance to the viewing audience of the on-air image of local television newscasters. Two data gathering methods were employed. First, focus group interviews were conducted with 32 subjects to increase the audience viewpoint and the findings were used, along with results of previous research, to construct a questionnaire which was administered by telephone to a random sample of 258 adults in the Columbus, Ohio area. The telephone interviews gathered information about attributes of the newscaster, newscast and television station, and about respondent viewing behavior and demographics.

The perceptions of newscaster attributes were assessed through 18 items which asked the respondent to rate the importance of three categories of newscaster attributes. As predicted, factor analysis indicated three distinct and interpretable factors: (1) a para-social interaction between the respondent and the newscaster (26.7% of the variance); (2) professional attributes of the newscaster's on-air performance (12.7%); and (3) physical attributes of the newscaster (8.2%).

Newscaster and station selection was assessed through discriminant analyses. Most prominent in these results was that the length of time a respondent has been viewing a particular station or newscaster was the best predictor of differences in newscaster and station selection. Respondents with shorter viewing histories tended to find the newscaster's physical attributes more important while respondents with many years of viewing tended to develop a para-social involvement with a newscaster. There were no differences among respondents viewing different newscasters in the importance accorded to professional attributes.

A surprise finding that half the respondents did not or could not identify a local newscaster in which they were interested brings into question the past assumptions about the importance of the newscaster in the news delivery process. Future research needs to assess the generality of this finding and the finding that a para-social involvement is a common occurrence among respondents with long viewing histories. In addition, as the newscaster perception items accounted for only about half the variance, other dimensions of the perception process need to be identified and examined.

A DESCRIPTIVE ANALYSIS OF THE NBC PARENT PARTICIPATION TV WORKSHOP PROJECT AS A CONSTRUCTIVE USE OF COMMERCIAL TELEVISION

Order No. DA8306897

JOHNSON, JEAN CLAIRE, PH.D. *Wayne State University*, 1982. 350pp. Adviser: Dr. J. W. Warfield

Background. Research conducted in the field of social science has demonstrated a need for parents and youngsters to communicate more openly with one another, especially on important sensitive issues affecting their lives. This study examined the NBC Parent Participation TV Workshop Project in an effort to ascertain if the project is fulfilling its objectives (as perceived by participant respondents) by (a) opening communication between parents and youngsters, (b) leading youngsters from television to active participation, (c) developing critical thinking skills, and (d) leading to greater social and self-understanding.

Method. The study was primarily descriptive and used survey instruments in obtaining data from workshop participants. A total of 86 final surveys were received from facilitators. Parent and youth respondents completed 82 final surveys per group. These responses were compared with pilot and pre-test responses for reliability measures. Results of the final responses were tabulated and analyzed by using the SPSS (Statistical Package for the Social Sciences) through the computer services facility at Wayne State University and chi-square tests were computed for the appropriate data. However, the major portion of results was reported by percentages and analyzed qualitatively.

Results. There was not enough significant difference between parent and youth respondents who reported not discussing television programs with each other prior to participating in the workshop discussions to conclude that the workshop discussions have helped them discuss sensitive subjects with each other. As noted, this is affected by many other variables, within and outside of the group discussion situation.

There was significant difference with regard to socio- and concept-oriented participants as hypothesized.

There was no significant difference in the perceptions of participants from high and low socioeconomic backgrounds, or from those representing minority or non-minority groups in regard to the variables tested.

Conclusions. Findings of this study support previous research indicating that parental and adult interaction with youngsters on the content and substance of television programming can increase the medium's positive effects upon young people. The study also extends the body of research in adult-child television interaction by providing another means by which to increase the communication between adults/parents and children.

THE RELATIONSHIP OF JUNGIAN PSYCHOLOGICAL TRAITS AND THE EFFECTS OF COMPARATIVE ADVERTISING

JOHNSON, RONALD DALE, ED.D. *Texas Tech University*, 1981. Chairman: Dr. Dayton Roberts

The purposes of this study were (1) to examine the relationship between the Jungian psychological traits of a sample of students and their sex and the dependent variables of recall, attitude toward a commercial, perceived believability, perceived informativeness, and attitude toward the advertised product with respect to a comparative advertising approach, (2) to predict level of recall, attitudes, and perceptions with respect to the comparative advertising approach, and (3) to compare the relative efficacy of a comparative advertising commercial with a non-comparative commercial.

Procedure. Ninety-six high school students were divided equally, on a random basis, into an experimental group and a control group. The experimental group was exposed to a comparative advertising commercial. The control group was exposed to a non-comparative commercial.

Two instruments were employed. The MBTI was used to type the student's Jungian psychological traits, which classify people according to their preferences for extraversion-introversion (EI), sensing-intuitive (SN), thinking-feeling (TF), and judging-perceiving (JP). A second instrument was developed to measure the subjects in terms of the recall, attitudes, and perceptions relative to the comparative and non-comparative commercials.

Multiple regression was used to analyze the relationship between the independent variables of psychological traits and sex and the dependent variables of recall, attitude toward the commercial, perceived believability, perceived informativeness, and attitude toward the advertised product.

Major Findings. The findings of this study suggest that certain personality traits may influence how a person will react to various advertising messages, and that a comparative advertising approach may have merit as a tool of advertising strategy.

The most frequently exhibited psychological type among the student was ESJ (extraverted, sensing, thinking, and judging). In all cases but one, the predictive relationships between the psychological traits and the dependent variables were not significant in both the experimental and control group. The only case in which there was a significant relationship was that between judging (J) and recall of selling points in the comparative commercial.

TELEVISION AS ENTERTAINER AND AS EDUCATOR: PROCESSING AND RECONSTRUCTING NARRATIVE CONTENT

Order No. DA8304526

KWIATEK, KATHY KRENDL, PH.D. *The University of Michigan*, 1982. 135pp. Chairman: Stephen B. Withey

This study explores the nature of cognitive responses to television content--the organization and reconstruction of a videotaped stimulus--within an experimental context. Three models of information processing encountered in the literature on television behavior are outlined in terms of their assumptions and hypothesized outcomes. The data reported on were derived from an experiment designed to test these models against one another to determine the most parsimonious explanation of subjects' processing behavior.

Two independent variables were manipulated: viewing set and viewing mode. The former refers to the frame of reference: one-half of the subjects were told the program was educational and was specifically designed to *teach* them; the other half were told that the show was designed for entertainment viewing.

Viewing mode included a stopping and a no-stopping treatment. Subjects in the stopping mode were given access to a remote pause device designed to give them control over the pace of the program. The no-stopping treatment simply characterized traditional one-way viewing of the stimulus.

The 60 fifth grade children involved in the study viewed a 15-minute narrative presentation and answered a series of open-ended questions following viewing. Criterion measures assessed both general recall and deeper levels of comprehension.

Neither independent variable appeared to affect simple recall, but viewing set had the hypothesized impact on measures of deeper levels of processing and learning. Clear differences between groups resulted from subjects' elaborations on the content.

Further analyses estimating additive models of viewing set or perceived context and assessments of individual characteristics offered little insight into subjects' cognitive behavior. However, parallel analyses of the interaction models of these individual assessments and perceived context demonstrated the importance of adopting a more multifaceted understanding of television viewing behavior as researchers begin to address cognitive processes rather than behavioral effects of the medium.

FACTORS WHICH INFLUENCE THE UTILIZATION OF EDUCATIONAL MEDIA IN LOW AND HIGH SOCIOECONOMIC SCHOOLS: A MODEL VS. PRACTICE Order No. DA8229785

MCCLEESE, CARL GERALD, PH.D. *The University of Toledo*, 1981. 210pp. Chairman: Joseph C. Sommerville

The purpose of this study was to delineate factors as perceived by administrators and teachers to be influential in the utilization of educational media in low and high socioeconomic elementary schools and to compare media utilization frequencies as reported by teachers and presented in a model based on research studies.

It was hypothesized that there would be a significant difference in the reports of administrators and teachers of low and high socioeconomic status elementary schools with regard to familiarity with media, frequency of utilizing media, variety of media utilized, purposes and situations of media utilization, effectiveness of media, frequency of utilizing media with an instructional system, factors which influence media utilization and frequencies of reported media utilization as compared to a model based on research.

Five high and five low socioeconomic status elementary schools in Toledo, Ohio served as the population for this investigation. The criteria for inclusion as a sample school were: (1) less than 20 percent of the student body from low-income families (high SES) and (2) greater than 80 percent of the student body from low-income families (low SES).

A Likert-type questionnaire was administered to the faculty and administrator of each school. Responses were based on their perceptions. Scores were obtained for each of the following variables: (1) familiarity with media types, (2) types of media utilized, (3) frequency of media utilization, (4) purposes/situations of media utilization, (5) effectiveness of media categories, and (6) factors influencing media utilization.

Statistical analyses of the relationship between variables specified in the hypotheses provided the following results: There was no significant difference between teachers and administrators of low and high socioeconomic elementary schools regarding: (1) The types of media with which teachers reported they were most familiar. (2) The types of media utilized by teachers and the frequency of such utilization. (3) The purposes and situations for which teachers utilized media most frequently. (4) The reports of the effectiveness of media for specified purposes and situations. (5) The frequency of the utilization of media with an instructional system. (6) Factors influencing the utilization of media. (7) Congruence of frequencies of media utilization as reported by teachers and presented in a model based on research.

An analysis of the percentages of responses was also used to provide the following additional information pertaining to the hypotheses: (1) Teachers of both low and high SES elementary schools rely heavily upon textbooks and utilize them regularly with an instructional system. (2) With the exception of print materials, less than fifty percent of the teachers surveyed reported utilizing media as frequently as presented in a model based on research. . . . (Author's abstract exceeds stipulated maximum length. Discontinued here with permission of author.) UMI

INSTRUCTIONAL GUIDES IN MEDIA COMMUNICATION. (VOLUMES I AND II)

Order No. DAE301165

MALLOY, JOHNN EDWARD, D.A. *University of Northern Colorado*, 1982. 986pp.

This project in lieu of a dissertation is a series of three course guides and two manuals in the area of media communication. The three courses of study are: (1) Survey of Media Communication, (2) Radio Production I, and (3) Television Production I. The manuals are: (1) Creating Commercials, and (2) Television Studio Operations.

This project is designed to help the prospective teacher of courses in which the student has his/her first contact with mass media/broadcasting. It provides course guides in enough detail that readers can determine the day-to-day progression of each course. The course guides can be used as models which readers might use to design their own media communication courses.

The "Creating Commercials" manual details the elements of a broadcast commercial and the techniques which can be used to produce ads. The "Television Studio Operations" manual details the equipment and production procedures necessary to produce television programs.

COMMERCIAL BROADCAST REGULATION: STRUCTURES AND PROCESSES IN MEXICO AND THE UNITED STATES

Order No. DA8227685

MAHAN, MARY ELIZABETH, PH.D. *The University of Texas at Austin*, 1982. 324pp. Supervisor: Emile G. McAnany

Commercial broadcast regulation in Mexico and the United States is considered from an institutional perspective, which encompasses the legal, political, and economic rationales for state control of the broadcast industry, the formal roles of legally recognized regulatory actors, interactions among parties at interest, and the relationship between the formal goals of broadcast regulation and the outcomes of regulatory interactions.

The Mexican government has great legitimate power to control the structure of private commercial broadcasting and the content of programming. State participants in the regulatory process far outnumber the recognized private sector participants. Analysis of interactions among parties at interest reveals that Televisa, the Mexican private television conglomerate, is an active and influential regulatory actor, although it is without legal identity as such. Televisa appears to be able to win concessions from the state which promote its own interests and to undermine those of the state. The formal regulatory goal of providing a broadcast service which enhances national life appears not to be served by formal regulations, which are inconsistently enforced, or by the outcomes of regulatory interactions, which perpetuate the status quo in broadcast programming.

The U.S. government has less access to legitimate power to regulate the structure of the commercial broadcast industry and the content of programming. Participation in the regulatory process is open to any party at interest, although the private broadcast industry, the Federal Communications Commission, and Congress appear to dominate the process, formally and informally. Formal regulatory goals embody irreconcilable contradictions in the United States. Therefore, it is not surprising that regulatory outcomes appear to protect and promote the interests of the private broadcast industry and not those of the audience.

Previous research on Mexico and its broadcast system suggests that there will be more control of private broadcasting there than in the United States. This research shows that while the formal structure of broadcast regulation in Mexico creates the conditions for greater control, the broadcast media there actually operate with a degree of independence quite similar to that of the U.S. broadcast industry.

DOMESTIC AND FOREIGN ADVERTISING IN TELEVISION AND MASS MEDIA GROWTH: A CASE STUDY OF BRAZIL

Order No. DA8227690

MATTOS, SERGIO AUGUSTO SOARES, PH.D. *The University of Texas at Austin*, 1982. 286pp. Supervisor: Emile G. McAnany

The historical evolution of the relationship of the foreign and domestic advertising industry and the Brazilian mass media, primarily television, is examined within a framework of the socioeconomic and political policies of development adopted by the military regime since 1964. The evidence shows that the socioeconomic and political context of the country has directly and indirectly affected the development of the advertising and mass media industries.

These industries have benefited from the socioeconomic policies adopted by the military regime over the past eighteen years. As a reflection of economic development, centered on rapid industrialization (based on foreign technology and foreign capital), not only was there a sharp increase in advertising expenditures, but also growth of the mass media, principally television.

In Brazil, media ownership is reserved by law only for Brazilians, and broadcasting is conducted through the concession of licenses. Besides mass media dependency on official subsidies, they are dependent on foreign technology (printing machines and broadcasting equipment), on raw material (newsprint) and on advertising support.

Brazil is among the ten countries in the world that have the largest advertising expenditures. The country's largest group of advertisers are MNCs, the largest individual advertiser, however, is the government. Television receives about 40 percent of the total advertising expenditures in the country. The top 20 advertising agencies control 32 percent of the total expenditures.

From 1330 to the mid-1970's foreign advertising agencies dominated the market, and Brazilian advertising agencies, and therefore the mass media, were directly influenced by them. The shape of domestic agencies, the transference of techniques, and the training of admen were all influenced by foreign agencies. Today, however, among the ten largest agencies, seven are domestic, thanks to a government policy of granting its advertising accounts only to national agencies.

The evidence leads to the conclusion that the government is the driving force behind the nationalization and growth of the mass media and advertising industries in Brazil. It also shows that the changes of the last 18 years in these industries have reflected the national economic model of development adopted by the military regime since 1964.

TV TRIBES

Order No. DA8309171

MICHAELS, ERIC PHILIP, PH.D. *The University of Texas at Austin*, 1982. 378pp. Supervisor: Emile McAnany

What are the relationships between media, society and culture? Do media bring people together, or pull them apart, around what issues, and to what effects? These questions are approached through anthropological field studies of media issues, and interpreted by way of an original conceptualization of the television message transmission system. First, central terms for the research are defined, including *culture*, *natural history*, *ethnography*, and *information*. Then, a natural historical observation of a Christian fundamentalist media protest in Amarillo, Texas, is designed, conducted and ethnographically reported to determine what kinds of media issues arise publicly in community forums. The results of this study indicate that considerable variation in the interpretation and evaluation of television messages can be observed and may correlate with church membership in this setting. Traditional models of mass communication do not account for such variation, requiring that a conceptualization of media as a cybernetically organized system of social performances be deduced. A follow-up study is designed and conducted to refine this conceptualization and to test predictions from the original study after a three year interval. This restudy indicated that fundamentalist protests have shifted from electronic to print media issues, and that school text-books were the current focus of activity. Naturalistic protocol therefore limited the extent to which the systems conceptualization could be tested and refined. But the lack of interest in the second study contrasted to the positive response to the first, and the shift of focus to text-books, both are suggestive findings which require interpretation. Conclusions assert the efficacy of the cultural segmentation proposed in both studies, and explain its operationalization in future research. A speculative interpretation of the relationships between the issues raised by the community--Protestantism, media, and socio-cultural change--identify the significant co-occurrence of evolutionary naturalism and telecommunications, and the possible implications of this are considered in an exercise in cultural prediction.

THE FEDERAL COMMUNICATIONS COMMISSION'S COMMERCIAL RADIO DEREGULATION ROLE

Order No. DA8227492

MORGENSTERN, BARBARA LYNN, PH.D. *Bowling Green State University*, 1982. 356pp.

Since its inception, American ideology has been based upon a philosophy that "diversity" or a multiplicity of voices, is essential to the proper functioning of the nation. The Federal Communications Commission (FCC), an independent agency of the federal government, for example, has "regulated" commercial radio broadcasting, in the past in an effort to encourage this concept of diversity. Current philosophy, however, indicates that diversity can best be achieved by "deregulating" radio and allowing market forces to determine programming and procedure. The purpose of this dissertation, therefore, was to determine whether or not the "market concept," as defined by the FCC, was conducive to promoting diversity.

The procedure utilized in this study included an examination of various government documents, legal journals and memorandums, periodicals, books, studies, newspapers, unpublished papers, and proceedings.

Results of this study indicated that the deregulation of commercial radio broadcasting was not conducing to promoting diversity. The author also contended that deregulation might increase competition in certain radio markets and that it would most probably contribute to greater profits for the major broadcasters in a given market.

INSTRUCTIONAL TELEVISION: THE EFFECTS OF DIFFERENT TYPES OF GRAPHICAL REPRESENTATION, IN COLOR, OF QUANTITATIVE DATA ON THE PERCEPTION OF CHARTS

Order No. DA8308868

NAPOLI, LUIGI, PH.D. *Indiana University*, 1982. 109pp. Chairperson: Dr. Dennis Pett

Problem. Graphical representations, such as colored circle charts, are increasingly used in television because they can display a great deal of information. Guidelines concerning the use of color for television graphic specialists are almost non-existent. This study was an attempt to determine the best combination of circle chart and background colors for representing statistical data. The questions under consideration were as follows: (1) Does the use of different colors affect the accuracy of estimating the size of parts of a whole when presented on a television screen? (2) Does the use of different colors affect the rapidity of estimating the size of parts of a whole when presented on a television screen?

Procedure. The experimental testing involved the presentation on a television screen of sets A and B of 30 combinations each of circle chart and background colors. The sample used in this investigation consisted of 180 instructors from Quebec who were randomly assigned to equal experimental groups A and B, respectively related to sets A and B. Subjects who declared themselves to be daltonians were not accepted. Six colors were used for both sets. The subject's task was to estimate, in percentage, each of the five parts of the circle chart shown on a television screen. Each combination was estimated by 3 subjects separately. The time of estimation of each chart was recorded by the researcher. The data was analyzed by computer using SPSS program ANOVA, version 8-3, January 21, 1982.

Results and conclusions. The results of the first two analyses of variance showed no significant differences between groups A and B, in relation to accuracy of estimation, F value of .452 ($p = .502$), and in relation to rapidity of estimation, F value of .289 ($p = .591$). Therefore, these two groups were combined into one to carry out further data analysis. The other analyses of variance concerning the effects of background colors for each of the six chart colors, for both accuracy and rapidity of estimation, did not show significant differences. The related F values varied from 1.739 ($p = .173$) to .043 ($p = .996$). The major conclusions of this study were as follows: (1) The use of different colors does not affect significantly the accuracy of estimating the size of parts of a whole when presented on a television screen. (2) The use of different colors does not affect significantly the rapidity of estimating the size of parts of a whole when presented on a television screen.

SEXUAL SOCIAL LEARNING VIA TELEVISION: AN EXPERIMENTAL ASSESSMENT OF THE POSSIBLE IMPACTS OF "VIDSEX"

Order No. DA8308986

NEUENDORF, KIMBERLY ANN, PH.D. *Michigan State University*, 1982. 259pp.

Against a backdrop of social and political concern over sexual content on television, this research explores the cognitive, affective, and behavioral consequences of the viewing of "vidsex." A sample of 234 college students were each individually experimentally exposed to one 15-minute television "mini-movie" containing either highly explicit (R-rated version), low explicit (PG-rated version), or negligibly explicit (G-rated version) content portraying consensual sexual intercourse. A control group saw no stimulus tape. The results show little evidence for the predicted social learning of perceptions, expectations, attitudes, and anticipated behaviors. Where support is gained, it applies only to the low explicit condition; the high explicit condition displays a trend of counter-supportive findings. Additional self-report measures do, however, show a relationship between voluntary exposure to media sex over time and some sexual attitudes, cognitions, and behaviors.

TELEVISION VIEWER ORIENTATION AND THE RETENTION OF NEWS

Order No. DA8310077

O'Donnell, Michael Joseph, Ph.D. *The University of Iowa*, 1982. 163pp. Supervisors: Lary Belman, Professor Ken Starck

Democratic societies depend upon communication to create and maintain an informed and interested public. Since the early 1960's, television news has served as the primary source of information for the majority of Americans. Empirical research indicates, however, that viewers recall little or nothing from a typical television newscast. In several studies, the majority of viewers recalled no stories, while mean level of recall was one or two stories.

The present study investigates news recall by focusing on viewers' reasons or motivations for watching the news. The research is grounded in uses and gratifications theory, which argues that media use is the expression of individual motivation. It was hypothesized that amount and type of news recalled would vary across groups of individuals as a function of motivation for watching the news.

Survey data were collected from a random sample of 181 residents of Cedar Rapids, Iowa, in late 1980. Telephone interviews were used to measure viewer motivation, recall of stories and details from the evening's network newscasts, general media use, and demographic characteristics.

Viewer motivation scales were Q-factor analyzed and produced three general news-viewing types: *Surveillance*, *Para-Social*, and *Personal and Social Utility*. Small but significant differences were found among the types in terms of number of stories and number of details recalled. *Surveillance* viewers recalled the least amount of news, *Personal and Social Utility* viewers recalled the most, and *Para-Social* viewers fell in between. No differences were found in the categories of news recalled by each type.

Differences in recall were further explored in terms of media use and demographic characteristics. Recall was found to be consistently related only to amount of attention given to the news. The more attention given, the more news that was recalled. No relationships were found between level of recall and age, income, education, sex, or general media use.

It was concluded that television news is not an efficient source of information. Further, it was concluded that viewer motivations serve as mediating variables in the mass communication process and in the determination of media effects.

THE DIFFUSION OF INFORMATION CONCERNING NEW MOTION PICTURES

Order No. DA8227699

O'Guinn, Thomas Clayton, Ph.D. *The University of Texas at Austin*, 1982. 160pp. Supervisor: Timothy P. Meyer

The investigation examined the diffusion of information concerning new motion pictures. This was done through the use of a longitudinal survey design in which respondents (N = 81) were partitioned into three categories on the basis of the average length of time they had waited to attend five new motion pictures. Group bounds were drawn in a manner consistent with the dominant diffusion paradigm. Linear discriminant analysis was then used to demonstrate and explore differences between early, majority, and laggard attenders. Such differences involved exposure to information from both marketer-dominated and nonmarketer-dominated information sources, media use, demographic measures, and communication activity. Each independent variable was tested for its unique contribution to the explanation of attendance group differences. Two statistically significant ($p < .05$) discriminant functions were derived which when applied correctly classified over 80% of the cases. Although the findings supported the theorized relationship between the relative time of adoption (attendance) and communication activity, important early activity appeared to be of a relatively insignificant duration, dissapated by actual attendance, and difficult to manipulate. Overall, the findings demonstrated the fundamental importance of actual use (attendance) within the diffusion process. It appears that the system is well defined along such bounds. Furthermore, the findings implied the existence of at least two consumer typologies, both important within the diffusion process. The existence and composition of the two discriminant functions demonstrated important inadequacies in the traditional notions of source interaction, personal influence, and diffusion.

Additional analyses found that the favorite activity of those scoring high on creativity was being with friends, while those scoring low on creativity chose watching television, and that those scoring high on creativity, creative writing and writing are more likely to be average viewers (two to three hours a day) rather than light (zero to one hour a day) or heavy viewers (four or more hours a day).

SITUATION COMEDY AND THE STRUCTURE OF TELEVISION: A STRUCTURAL ANALYSIS

Order No. DA8229597

Robards, Brooks, Ph.D. *University of Massachusetts*, 1982. 147pp. Director: Professor Maurice E. Shelby, Jr.

Television programming has not been subjected to close critical analysis of its underlying structure. Four tenets of structural analysis: transformation, intelligibility, self-regulation, and formalization, are drawn from the theories of Claude Levi-Strauss, Roland Barthes, and Jean Piaget and applied to television situation comedy.

Preliminary examination of the genre establishes that it is more closely alligned to radio than film, while a survey of literary comedy reveals transformations which demonstrate the importance of analyzing television on its own terms.

Analysis of "I Love Lucy," "McHale's Navy," and "All in the Family," establishes three precepts basic to television structure.

Serial chronology represents television's way of structuring time. Rather than compressing time, television fragments it. Changes occur gradually and mimick real life as when Lucy becomes pregnant in "I Love Lucy." Technical experimentation in the sixties, illustrated by "McHale's Navy," led to a temporary dissolution of exploitation of serial chronology as a structural component. "All in the Family" heralds a return to capitalizing on serial chronology by extending action as well as character over time.

Telemythic scope represents television's characteristic scale, which is limited in terms of setting and tends to make images recede into abstraction. This is illustrated in "I Love Lucy" by confinement of characters to the Ricardo living room and the focus on domestic events. In the sixties, illustrated by "McHale's Navy", producers attempted to expand scope using exotic settings. In the seventies, illustrated by "All in the Family," extreme close-ups, as well as the concentration of action and scene, show an appreciation of scope.

The electron factor represents television's way of recomposing reality so that it becomes abstract and symbolic without losing its immediacy. It is present in diluted form in "I Love Lucy," which used cinematic techniques. It is most evident in "McHale's Navy" in dream scenes. In "All in the Family," videotape approximates the immediacy of live transmission which, along with topicality, works to capitalize on the vitality and abstraction of the electron factor.

THE ROLE OF DIVERGENT PERSONALITY PATTERNS AS PERTAINING TO INDIVIDUAL VIEWER ASSESSMENT OF MINORITY CHARACTERS ON COMMERCIAL AMERICAN TELEVISION

Order No. DA8227498

Rook, Timothy E., Ph.D. *Bowling Green State University*, 1982. 173pp.

The purpose of this study was to investigate the manner in which varying personality patterns affect the way mass communication (i.e., television) audiences perceive minority characters on commercial American television. This was accomplished by measurements of subjects on three levels: media consumption (i.e., amount of television watched), level of ethnocentrism displayed by subject, and subject's perception of selective minority characters from commercial television series.

A review of the literature indicated a second theoretical basis for this study, with much of the research stemming from the following areas: structure and effects of mass communication, development and maintenance of stereotypes, and the role of the audience in mass communication.

Two instruments were utilized in the study. The first was a pretest questionnaire designed to elicit specific adjectives describing the characters listed for analysis in the final instrument. The final instrument measured the subject's degree of media (i.e., television) consumption, level of ethnocentrism, and perceptions of selected minority characters on the basis of a seven-point Likert scale applied to the adjectives derived from the pretest questionnaire.

Statistical methods of data analysis employed in this study included frequency counts, a series of two and three-way crosstabulations, a factor analysis, a canonical correlation, and two multiple regression analyses. The results obtained from the data indicated no significant predictive structural relationships existing between the variables being measured. No consequent assumptions could be drawn on the basis of the data obtained in this study regarding potential relationships existing among these variables (i.e., media consumption, degree of ethnocentrism, and perception of minority characters on television).

THE USE OF FILMMAKING TECHNIQUES IN TEACHING ABOUT FILM: A STUDY OF FILM GAMES AT THE UNIVERSITY LEVEL

Order No. DA8305391

SEMSEL, GEORGE STEPHEN, PH.D. *The Ohio State University*, 1982. 272pp. Adviser: Professor Robert W. Wagner

Though film studies have been available in higher education for a number of years, little careful attention has been given to the problems of teaching about this medium. There is a need in the teaching of film for new teaching/learning models which add to the traditional strategies currently in use.

This exploratory research examines ways to use film in teaching about film. Ideally, all students should make films, though it is economically impractical to put a camera into everyone's hands as easily as one can a book. It is, however, possible to create and implement "film games," activities which allow students to operate the mechanisms of filmmaking and to appear in the works produced. This study describes and assesses teaching tactics which make the filmmaking experience possible for large numbers of students in educational systems limited in time and funding. These "film games" provide new strategies for teaching which affect student attitudes about film and motivate them to know more about it.

The twelve film games observed and assessed in this study were done with students at Ohio University, in Athens, Ohio, and Algoma University College, in Sault Ste. Marie, Ontario, Canada. These activities were tried in thirty-six classes with 2052 students. Ten of the courses were introductory, twenty were on advanced undergraduate levels, and six, primarily experimental courses, were on the graduate level, but open to undergraduates. The study extended from 1974 through 1979.

The film games described in this research brought students close to the process of film as an important and necessary aspect of the medium. These activities taught factual knowlege about the practices and materials of filmmaking, increased the ability of students to perceive and respond intelligently to materials projected on the screen, and changed student ideas about the nature and importance of the medium. Useful to teachers of film is that through the hands-on experiences given in the film games, a great deal of interaction is generated between students, their peers, and their instructors. Equally useful is that in developing students interest and motivation to learn about film, the film games produce quick results.

RECOGNITION AS A MEASURE OF LEARNING FROM TELEVISION COMMERCIALS

Order No. DA8225672

SINGH, SURENDRA NARAIN, PH.D. *The University of Wisconsin - Madison*, 1982. 269pp. Supervisor: Associate Professor Michael L. Rothschild

Recognition has not been a widely used measure in the advertising industry, although it appears to be a logical measure for assessing learning for low-involvement products advertised on television. One reason for recognition measures not being popular is that they can yield indiscriminately high scores which do not decline over longer periods.

The major *objective of the study* was to develop a discriminating recognition measure that would not yield consistently high scores yet would reveal learning of a commercial. The recognition measures developed in the study were tested for their discriminability across length and repetition of a commercial. Another objective of the study was to show that recognition scores would decline over time and that they would be more sensitive than recall measures.

In a laboratory experiment, using a multialternative forced-choice recognition test, it was shown that by using a large number of distractors, sufficiently rigorous recognition tests can be designed. An increase in the number of distractors from four to eight did help reduce the recognition scores in general. Also, by increasing the number of repetitions, recognition scores tended to increase. The length of commercial had a significant effect on product category and claim recognition but not on brand name or visual recognition, especially beyond one repetition. The recognition scores showed a wide range of learning across different levels of repetition and message length, were not clustered around some high-asymptotic value, and declined significantly during a six-week period. In general, recognition scores for the 10-second commercials were higher than recall scores for 30-second commercials.

The study, therefore, was successful in developing a discriminating recognition measure. One could conclude that advertisers are probably overadvertising in order to maintain high recall scores. If future field tests were to bear out these reported laboratory results, the implications for the advertising industry could be far-reaching. Specifically, they may lead to (a) reduced media cost due to lower levels of repetition, (b) accommodation of more client advertisers by broadcasters within the same given commercial time, and (c) greater usage of 10-second commercials.

AN INTERPROFESSIONAL PERSPECTIVE ON ADVERTISING EDUCATION

Order No. DA8302992

STANKEY, MICHAEL JAMES, PH.D. *University of Illinois at Urbana-Champaign*, 1982. 133pp.

This study examines the growth of collegiate advertising education within the overall context of professional education. An interprofessional framework is first developed by analyzing the development of university-based programs in law, journalism, and business administration against a set of parameters drawn from the literature on professional education. Based on this analysis, three generalizations are made which provide the dimensions of the framework: (1) The problem of finding objectives is dealt with most effectively when the desired qualities of graduates are defined as a basis for establishing standards of training which are then endorsed by the constituent occupation as the prerequisites for entry into the profession. (2) The problem of attaining uniqueness is dealt with most effectively when an ongoing commitment to research is established by increasing the quality and output of graduate research programs; by supporting sufficient number of scholarly journals unique to the field; and by increasing the rewards for scholarship, whether it be published or non-published. (3) The problem of achieving reform is most effectively dealt with when an outside organization is solicited to sponsor an extensive evaluation of education in the occupational area and the results of such an evaluation are used as the foundation for organized discussion and decision-making.

Within the limits of the interprofessional framework, advertising education is seen to be in the early stages of professional development.

AN ANALYSIS OF PROGRESSIVE FM RADIO

Order No. DA8303246

STORM, GARY BRUCE, PH.D. *State University of New York at Buffalo*, 1982. 658pp.

This is a study of contemporary popular music. This music is viewed from the standpoint of the broadcasting industry with which it is so closely linked.

This discussion centers around the relationship between radio and contemporary popular music. The tension between the aesthetics of music and the exigencies of the music industry are examined. The discussion also addresses the role of popular music in the American social experience--how this music at once creates and expresses the mood of our age. Theories of culture by such authors as George Steiner, Gregory Bateson, William S. Burroughs and Norman Mailer are applied to this analysis of popular music. The enormous educational potential of the broadcasting medium is explored, and how it has failed to achieve this potential, and the resultant loss.

In addition, this thesis presents analyses of many specific musical selections. Though the emphasis is on popular music of the last twenty years, the discussion touches on any music that can be broadcast--rock, folk, jazz, classical, etc.

This thesis is based on extensive field work. Information has been collected from many professionals in the music industry, in broadcasting, in concert promotion, in record manufacture and distribution, as well as from media theoreticians and popular culture historians. Transcriptions are included of many tape recorded interviews with these experts.

THE FUNCTION OF PRE-QUESTIONS, PAUSE, AND GAZE IN CHILDREN'S EDUCATIONAL TELEVISION

Order No. DA8308882

TAMBORINI, RONALD CHARLES, PH.D. *Indiana University*, 1982. 130pp. Chairman: Dolf Zillmann

Several authors have recently criticized the format found in most children's educational television claiming that the form used can have undesirable effects. It has been speculated that children would be better served by programs using formats similar to that found in programs like *Mr. Rogers' Neighborhood*--programs which ask children questions, allow time for children to reflect on information, and present information in a very intimate manner.

This investigation looked at the effect of three format variables on attention to the television monitor, learning of program materials, and appeal of a television personality. The three variables examined were: (a) providing pauses during which children could rehearse information; (b) interspersing pre-questions throughout a program; and (c) using eye-contact and direct address, addressing the viewer as "you" in the presentation of program materials.

Kindergarten and first-grade students were exposed to one of six different versions of an original children's story. Program versions varied the use of pre-questions, the provision of pause, and the use of eye-contact and direct address by the storyteller. Data were collected on visual attention, information acquisition, and appeal of the storyteller.

It was found that although learning was facilitated by the use of pre-questions directly addressed to children, visual attention was reduced by this. It was suggested that the format led children to become more involved in the program and stimulated interaction among children which resulted in decreased attention to the screen. This rationale would seem to be supported by the finding that story appeal was greatest in this condition.

Pause was found to do no harm to comprehension and may, in fact, enhance the learning of information presented visually. Failure to provide pauses after a question, however, can reduce the interest in a communicator and the appeal of a program. Finally, repeated use of pause in most normal presentations can interfere with attention.

THE CHILEAN MASS MEDIA DURING THE PRESIDENCY OF SALVADOR ALLENDE GOSSENS

Order No. DA8227787

TASSINARI, EDWARD JOHN, PH.D. *University of Miami*, 1982. 522pp. Supervisor: Professor John P. Harrison

The mass media in Chile during the presidency of Salvador Allende Gossens (1970-1973) was a source of contention on many levels. In a sense, the conflicts within radio, television, and the press reflected the divisiveness and polemical nature of Chilean society in the face of the democratic election of a Marxist president. The research incorporated here attempts to investigate the basic political, economic, and ideological conflicts within the Chilean mass media in conjunction with escalating crises within the government that culminated in the military coup of September 11, 1973. Related areas are also examined, including the efforts by the government to utilize the mass media as a vehicle for political penetration and financial involvement within the Chilean media and the alleged utilization of certain opposition media outlets as conduits for anti-government rhetoric, erroneous information, and false propaganda. The historical evolution of the Chilean mass media is examined in a general overview and the salient developments within these areas are traced briefly within the administration of Presidents Jorge Alessandri Rodriguez (1958-1964) and Eduardo Frei Montalva (1964-1970). In the final analysis the divisions among the Chilean left, coupled with the institutional constraints imposed upon the Allende government resulted in a failure to develop the mass media as a means to mobilize popular support for the Unidad Popular program. One is left with the conclusion that the enormously politicized nature of Chilean society, as reflected within the mass media, makes concrete assessment difficult to realize; given the myriad of political and philosophical perceptions of the contending factions and the mass of subjective rhetoric, the ongoing conflicts to control, influence, and manipulate the major media outlets must be carefully analyzed.

It was recommended that: (a) other technical system studies be conducted using the five adoption characteristics, (b) the relative advantage, compatibility and complexity of satellite programming be further examined, (c) station procedures associated with administration and operations, and types of programs and reliability associated with programming be further studied, (d) reduced program costs and not installation costs be emphasized when promoting the adoption of satellites, and (e) further research in satellite communication deal with the processes and elements which affect the adoption of satellite-delivered television programs.

THE STAGE/SCREEN EXCHANGE: PATTERNS OF IMITATION IN ART: 1896-1930

Order No. DA8301749

TIBBETTS, JOHN CARTER, PH.D. *University of Kansas*, 1982. 533pp.

The formative years of the American motion picture--the early years of the silent film (1896-1915) and the early years of the talking picture (1926-1930)--were closely bound up with the traditions, plays, effects, and personnel of the American popular theater. In adopting many theatrical practices for their own purposes, early filmmakers presumed that formal and artistic correspondences existed between stage and film--in effect, that the illusion of a theatrical event could be achieved on the motion picture screen. In this way, it was assumed, early filmmakers could gain a needed legitimate status and prestige for their medium. Thus, filmmakers and theatrical personnel collaborated in the formation of production companies for the purpose of making filmed plays--theatrical films--to capture the attention of middle class audiences and the critical establishment.

At the beginning of both time periods there had been a general critical approval and support of these imitative practices. However, near the end of both periods could be discerned a note of dissent. Those theatrical films that displayed cinematic, rather than "stagebound" effects, were encouraged. For the first time, the film medium was examined as an art form relatively independent of the stage, and the presumed correspondences between stage and screen were questioned. Indeed, a reassessment of the nature and artistic potential of the motion picture medium was underway.

It is the purpose of the present study to examine in detail the stage/screen interactions in 1912-1915 and 1926-1930 and their role in the subsequent debate and discussion concerning the relationship of the motion picture to the theater. The primary material is the body of theatrical films produced. The source plays of these films have been consulted and the films themselves--most of which now reside in archives away from the general public view--have been examined. The evident similarities between both--as well as the dissimilarities--provide a sense of the extent to which filmmakers imitated theatrical events throughout both time periods.

Thus, this study is chiefly concerned with the challenges presented to traditional attitudes toward art by the emergence of new technologies in the nineteenth and twentieth centuries--in this case, the motion picture.

PREADULT EXPOSURE TO THE NEWS MEDIA: A COMPARATIVE CROSS-SECTIONAL STUDY

Order No. DA8304296

TIMS, ALBERT REA, JR., PH.D. *The University of Wisconsin - Madison*, 1982. 191pp. Supervisor: Professor Steven H. Chaffee

Based on a two-wave statewide telephone survey in Wisconsin of children (10 to 17 years old) and their parents (N = 501) in the context of the 1980 presidential election campaign, this study examined patterns of exposure to the news media, longitudinal and cross-sectional stability in exposure patterns, and parent-child similarity in exposure patterns. In addition, a socialization to the news media model was tested using path analysis. The socialization model examined the relative contributions of maturational, environmental, parental, and social interaction influences on the use of five different news sources during preadolescence (10 to 11), early adolescence (12 to 15), and late adolescence (16 to 17). The data collection was funded by NSF grant (# SES-7913435).

It was generally expected that exposure, consistency, and intergenerational similarity would increase with the age of the youngster. The results provided mixed support for these expectations. Of the five news sources examined in this study, newspaper reading was found to change the most across the age groups, exhibit the highest over-time consistency, and the highest intergenerational similarity. Analysis of the socialization models clearly points to parental influence, personal interests and involvements, and the combination of the two as the chief sources of influence on news media use. Newspaper reading stands apart from the rest because of the central role parental behavior plays. For all of the other news sources, public affairs communications, that is personal involvement in public affairs related interactions, was found to be a substantial determinant.

In addition, it was found that the impact of social background factors such as family social milieu and parental age were not equivalent for print news sources and television news sources. The evidence suggests a substantially stronger linkage for the print news media. Moreover, it can be generally concluded that to the extent family social background factors have an impact on the youngster's news media use, it flows through parental behavior.

THE OPTIMAL MISMATCH AND TELEVISION: A PIAGETIAN INTERPRETATION OF CHILDREN'S PREFERENCES AND PROGRAM CONTENT

VILLELA-MINNERLY, LUCIA JUNQUEIRA, PH.D. *The University of Chicago*, 1982.

Piaget postulates equilibration as the force underlying basic self-regulatory mechanisms of change. If transactions between the organism and the environment produce feedback which is discrepant with existing structures, then inner tension may result and inner structures may have to be reorganized so that equilibrium can be restored or increased. Since a single experience may not be enough to lead to reorganization, and to the pleasurable sense of "rightness" that accompanies it, repetitions of the same (or similar) discrepancy-producing transactions may have to occur before equilibrium can be restored. This could lead to a temporary appetite for discrepancy. Kuhn (1972) has labeled this type of discrepancy the "optimal mismatch."

This dissertation is the first study in a planned series investigating the optimal mismatch hypothesis in relation to mass media in general and television in particular, and it will focus on the preferences of children in the late preoperational and the concrete operations period. If an optimal mismatch exists, and if it leads to an appetite for discrepancy in television viewing, then children whose performance is mostly at the preoperational level will prefer to watch programs in which events are based on concrete operations, that is, programs in which mental actions are reversible, classes tend to be hierarchically ordered, words are representational, speech is decentered, a sharp distinction is made between internal and external events, and causation, except as a source of humor, is based on logical rather than egocentric and arbitrary links. Children performing at the concrete operations level will prefer to view programs in which outcomes depend on the manipulation of abstract symbols and the utilization of combinatory systems.

Television preferences were determined by asking a sample of Chicago public school children from 5 to 9 to list their three favorite TV shows. The programs mentioned were then tabulated and ranked in popularity, and eight of the most popular programs were analyzed according to the Piagetian Inventory, an instrument developed especially for this study. The children who chose one or more of these programs as their favorite were then given a battery of three Piagetian tasks, and the association between scores and preferences was analyzed according to log-linear models. Results suggest that an optimal mismatch does exist, but the appetite for discrepancy may be limited to the younger preoperational children who seem to seek negative evidence on pre-logical beliefs rather than positive evidence on logical rules.

ADOLESCENT EVALUATIONS OF SEXUALITY ON TELEVISION, IN MOVIES AND IN REAL LIFE

Order No. DA8309214

WARDEN, SHARON PARKER, PH.D. *The University of Texas at Austin*, 1982. 207pp. Supervisor: Kyoon Hur

Relationships between media influence and the ways adolescents evaluate sexuality in real life and the media were investigated based on research about sexuality from television and in films, and interpersonal attraction theory and research. Personality/attitude and demographic data on subjects were compared for their value as indicants of how subjects evaluate sexuality.

Canonical correlation was used to analyze data collected in 1979 from 90 male and 126 female mass communication undergraduates at the University of Texas at Austin, Department of Radio-Television-Film. Subjects completed two questionnaires concerning how they would evaluate sexuality in an opposite sex real person and T.V./movie personality under different situations. Situations posed were acquaintance and intimate-other, T.V./movie personality each first met (or viewed) and known (or viewed) over time.

Data analysis revealed the topic to be complex but major trends emerged suggesting prediction of evaluation patterns is possible. Sex of respondents and the situation consistently patterned how adolescents evaluated sexuality. Evaluating sexuality was a more complex process for females than for males. Personality and physical characteristics of real persons and T.V./movie personalities were key factors in the evaluation process. Personality/attitude data about subjects were much more valuable than demographic data (which proved to be of minimal value) for identifying adolescent sexuality evaluation patterns.

Media influence and sexuality evaluation data suggested a negative relationship between media influence and sexuality evaluations of self and others. Higher media use and perceived influence was associated with a preoccupation with physical as opposed to personality characteristics as criteria for evaluating sexuality. Results suggested that media encourages adolescents to evaluate others based on physical appearance, rejecting those who do not match physical appearance criteria set by the media.

Results indicated the need to further isolate those personality/attitude and demographic variables, and perceived media influence patterns which could be used more reliably for predicting adolescent sexuality evaluation patterns.

THE EFFECT OF THE FORM COMPLEXITY OF TELEVISION ON THE IDENTIFICATION/RECOGNITION PROCESS: AN EXAMINATION OF THE SYMBOL SYSTEM OF TELEVISION

Order No. DA8300379

WHITE, SYLVIA ELAINE, PH.D. *The Ohio State University*, 1982. 215pp. Adviser: Professor Thomas A. McCain

An information processing model of human cognitive processing was drawn from experimental psychology, and its utility in explaining media modality effects was examined. The modality examined was the visual mode and the medium--television.

The path of incoming, visual, televised information was traced through the information processing model and was seen to pass through three structures: the sensory register, working memory, and long-term memory. It was seen that early in the model, in the sensory register, the visual image is identified, and what is passed on to working and long-term memory is an identified trace and not a veridical image of what has been seen. It was proposed, therefore, that the visual image from a televised message would have its most *direct* effect in the sensory register at the point of identification/recognition.

The sensory register is limited in the amount of information it can process at any one point in time. The rate of information input, the number of simultaneous inputs, and the familiarity of the information all affect the ability of the sensory register to perform identification/recognition.

The form complexity of the televised image was measured. It was predicted that as the form complexity of the message increases, the ability of the sensory register to perform identification/recognition would decrease.

Sixty-nine subjects participated in an experiment in which the capacity drain at the point of identification/recognition was measured using the secondary task technique. Subjects performed two experimental tasks at the same time, and performance on one task was used to indicate capacity drain over three different difficulty levels of the other task, while performance on that second task was maintained at a set level. The results supported the prediction that increased complexity in the visual image would make the process of identification/recognition harder. This result was also interpreted to further verify the utility of the information processing model in explaining media modality effects.

THE ADOPTION OF SATELLITE PROGRAM DELIVERY BY TELEVISION BROADCASTERS

Order No. DA8226952

WILLIAMSON, RICK PAUL, ED.D. *West Virginia University*, 1982. 106pp.

National and international agencies, along with domestic cable and public and commercial television broadcasters, are focusing their attention on satellite developments. However, change in the satellite field is occuring so rapidly that there has been little time for agencies or broadcasters to assess many of the variables which affect satellite adoption decisions.

To address the need for research in the satellite field and to identify need areas, the following problem statement was researched: To determine if there were significant differences in the perceptions of the adoption characteristics between adopters and non-adopters of satellite-delivered television programs.

The data for the study was based on questions identified through the researcher's professional and internship experience, a telephone survey and face-to-face interviews. From this information, questions were selected for the survey instrument and categorized into the adoption characteristics. The survey instrument was evaluated for content validity by recognized professionals in the broadcast television industry. The respondents from the validation were used to modify questions on the final survey instrument. The survey instrument was then sent to 157 television station managers. A response rate of 89 percent was recorded.

From the information collected by the survey, it was concluded that: (a) there were significant differences in the perceptions of adopters and non-adopters in the adoption characteristics relative advantage, compatibility and complexity, (b) the major areas of difference were in the perceptions of station procedures associated with administration and operation and programming, and (c) adopters and non-adopters were similar in their perceptions regarding cost of satellite equipment installation and reduced program costs.

THE RELATIONSHIP BETWEEN SOCIAL CLASS AND AVAILABILITY, CREDIBILITY AND USAGE OF COMMUNICATION MEDIA BY FARM FAMILIES IN FIVE NORTH CAROLINA COUNTIES

Order No. DA8302118

YANCEY, EDWIN LOVELL, ED.D. *North Carolina State University at Raleigh*, 1982. 165pp. Supervisors: Estelle Edwards White, Edgar John Boone

The primary purpose of this study was to determine the relationship between the social class status of farm families and their constituent farm operators and homemakers and their communication behaviors. Communication behavior in this case related to the use of mass media, publications, and interpersonal information sources in making "most important" farm and home decisions. A secondary purpose was to describe the sample population based on the relationships between their social class status and selected socioeconomic, political, and psychological characteristics.

Personal interviews were conducted with a stratified random sample of 231 farm families in five North Carolina counties. Chi-square analysis, regression analysis, and correlations were used in testing the data.

Findings supported the assumption that significant relationships existed between lower, middle, and upper-class farm families with relation to their communication behaviors, i.e., availability, credibility, and usage in decision making. Of particular significance was the relationship between farm operators' social class and their perceptions of the credibility of interpersonal information sources. The Extension Agent or other public agency source was viewed as most credible by middle and upper-class farm operators, whereas lower-class farm operators viewed family, friends, or neighbors as the most credible information sources. Consistent with this finding was the positive relationship between the farm operators' social class and the use of a research-based interpersonal information source in making an important farm decision.

Homemakers' social class and their perceptions of the credibility of mass media sources of homemaking information were related. Lower-class homemakers perceived television to be the most credible mass media source, whereas upper-class homemakers chose newspapers. Radio was the weak third choice of all homemakers. Of particular importance to this study was the finding that only one-fourth of the homemakers used a research-based source of information in making home decisions. No class distinctions were established for this behavior.

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